

JOSEPH MAGUIRE

Creative Director | Brand Strategist | Founder, ElephantMark LLC

linkedin.com/in/joemaguire | Brand Identity • Packaging • UI/UX • Digital Product • Integrated Campaigns • Film + Storytelling

PROFILE

Creative Director, brand strategist and multidisciplinary designer with more than two decades of experience translating business ideas into cohesive brands, products and experiences. Since founding Elephantik in 2011 and evolving the studio into ElephantMark LLC, I have led creative work for hundreds of organizations across startup, nonprofit, hospitality, technology, fitness, consumer product and Fortune 500 environments. My work spans brand strategy and identity, packaging, advertising, web, UI/UX, embedded product interfaces, mobile applications, digital marketing, film, content and launch storytelling. I work best where strategy, design and execution intersect: listening carefully, finding the idea that connects the pieces, and building a creative system that can live across channels and teams.

CORE EXPERTISE

Creative Leadership: Creative direction, art direction, concept development, mentoring, collaborative leadership

Digital + Product: UI/UX, embedded fitness interfaces, mobile apps, websites, e-commerce, prototyping

Brand: Strategy, identity systems, naming, positioning, packaging, guidelines, launch creative

Content + Campaigns: Digital marketing, advertising, film, narrative development, music/audio, voiceover, social

EXPERIENCE

DOHENY ROAD SPIRITS

2023 - PRESENT

Creative Director | Rodeo de las Aguas Tequila

- Lead creative direction for Doheny Road Spirits, with primary responsibility for the visual, digital and experiential development of the award-winning Rodeo de las Aguas Tequila brand.
- Direct brand identity, packaging, campaign creative, e-commerce, digital marketing, product storytelling and launch initiatives across a growing portfolio of tequila expressions and limited releases.
- Translate product craftsmanship and provenance into premium consumer-facing experiences that remain consistent across bottle, box, web, social, video and campaign touchpoints.
- Developed the creative ecosystem surrounding the **8:8 Limited Edition Reposado**, an exceptionally limited release of 88 bottles featuring hand-applied beadwork by Huichol artisans.
- Produced the 8:8 cinematic launch film and integrated original music, personal voiceover/narration, packaging presentation and brand storytelling into a larger digital marketing strategy supporting the release.
- Collaborate directly with ownership, marketing partners, production vendors and creative resources while remaining hands-on in concept, design and execution.

MYE INC. / MYE FITNESS

2019 - PRESENT

Creative Director

- Lead multidisciplinary creative development for MYE across fitness technology, commercial equipment, digital products, corporate marketing and consumer-facing brand experiences.
- Helped develop and evolve brands and products including **Revel Fitness Club**, **BodyScript**, **AppAudio** and additional fitness-related products, services and initiatives.
- Design and direct UI/UX for embedded interfaces used on commercial fitness machines, translating technical functionality into clear, intuitive exercise experiences.
- Develop user interfaces and product experiences for mobile applications that connect consumers, fitness facilities, equipment and entertainment technology.
- Direct websites, digital campaigns, sales materials, product branding and launch creative while maintaining continuity between physical equipment, software, digital marketing and the larger MYE brand ecosystem.
- Work cross-functionally with leadership, engineering, development, sales and marketing teams to move products from early concepts through finished market-facing experiences.

JOSEPH MAGUIRE

Creative Director | Brand Strategy | Identity + Packaging | UI/UX + Digital Product

EXPERIENCE CONTINUED

ELEPHANTMARK LLC

2011 - PRESENT

Founder, Owner & Creative Director | Formerly Elephantik

- Founded and lead a multidisciplinary branding and interactive design practice that has worked with hundreds of organizations across technology, hospitality, food and beverage, fitness, education, nonprofit, professional services and consumer products.
- Lead brand strategy, naming, identity design, creative direction, packaging, advertising, digital marketing, website design, UI/UX and interactive experience work from discovery through final production.
- Partner directly with founders, executives, marketing leaders and internal teams to uncover the business problem behind the creative brief and translate it into a clear, differentiated visual and experiential solution.
- Build brand systems designed to work consistently across print, digital, product, environmental, packaging, presentation and campaign applications rather than as isolated design pieces.
- Balance strategic leadership with hands-on creative work, client relationships, project management, budgets, schedules, production oversight and new-business development.
- Manage and mentor interns and young designers; multiple former interns have gone on to successful careers in branding, packaging and related creative disciplines.

SELECTED ENGAGEMENTS

JVS Boston	Brand and visual experience work supporting a nonprofit organization serving the Boston community.
Hyatt Portland	Hospitality branding and creative work for Spoke & Fork, translating the restaurant experience into a cohesive visual identity and guest-facing system.
Thomson Reuters	User-interface design for an internal HR-focused system, applying brand and usability thinking within an enterprise software environment.
Agency + Enterprise	Creative engagements spanning small and mid-sized companies, agency-connected campaigns and Fortune 500 environments, with an emphasis on adapting the creative process to the scale and needs of each organization.

CREATIVE LEADERSHIP + APPROACH

I am a hands-on creative director who also enjoys building strong working relationships. I listen first, ask questions, and look for the idea that can make a measurable difference rather than simply decorating the brief. I am comfortable moving between executive conversations, client presentations, design critique, production detail and direct execution. I value collaborative teams and have actively mentored emerging designers, helping them develop stronger judgment, presentation skills and confidence in their own creative process.

My multidisciplinary background is particularly useful when a project crosses traditional boundaries. The **8:8 Rodeo de las Aguas release** is one example: packaging, limited-edition product presentation, cinematic production, original music, voiceover and digital launch strategy were treated as one connected brand experience rather than separate deliverables. That integrated approach - finding the central idea and carrying it across every relevant touchpoint - is the way I prefer to work.

SELECTED CAPABILITIES

Brand + Identity Brand strategy; visual identity systems; packaging design; brand guidelines; positioning + naming	Digital + Product UI/UX design; embedded interfaces; mobile applications; web + e-commerce; interactive prototyping	Campaign + Content Integrated campaigns; digital marketing; film + video creative; music/audio integration; narration + storytelling
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EDUCATION

SYRACUSE UNIVERSITY

2001 - 2005

BACHELORS DEGREE, DESIGN & VISUAL COMMUNICATIONS